

# CALL FOR APPLICATIONS

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## U.S. Embassy Niamey, Niger Resilient Voices Radio Project

**The United States Embassy is looking for producers of audio content (NGO, commercial, media, or other) to produce a series of public service announcements for national distribution.**

### 1. PROJECT DESCRIPTION:

As part of overall efforts to support peace, development, and resistance to violence, the United States Embassy seeks to encourage Nigerien communities via a series of approximately 20 public service announcements (PSAs) recorded in MP3 and WAV formats. The Resilient Voices series, delivered via radio in local languages across Niger, will include two types of interviews:

- (1) 10-15 second PSAs from well-known figures (religious leaders, sports icons, business leaders, and civil society activists) that will reinforce the message of non-violence and rejection of terrorism under the catchphrase of “My Niger, My Country,” and
- (2) 30-60 second recordings of average citizens whose lives, businesses, security, and family have been touched by the spread of violent extremism and insecurity in the Sahel and who continue to serve their communities and country through perseverance, personal strength, and a rejection of extremist narratives.

Recordings will include local languages of each region (Zarma, Hausa, Tamacheq, and Kanuri) as well as French. Final PSAs will all regions of Niger and will utilize both the short and long recording formats in each region to appeal to wider audiences.

### 2. PROGRAM OUTLINE:

- (1) Award recipient will collect the statements of well-known figures and “oral histories” of community members in local languages to commemorate their strength and resilience against violent extremism in each of the eight departments of Niger (2 months)
  - Embassy Public Affairs can assist with contacts to ensure the availability of well-recognized voices in each locality
- (2) Post-production, editing, and dubbing of PSAs (1 month)
- (3) Assembling a test audience or “listening club” for message effectiveness (1-2 weeks)
- (4) Broadcast these messages on regional commercial radio and community radio, ensuring the widest dissemination possible (1 month)
  - Funds for broadcasting are covered in a separate grant.
  - The Embassy will employ national, local, and community radio affiliates when possible
- (5) Post-release survey of PSAs with sampled audience (1 month)
- (6) Share these statements with other communities through podcasts, dubbed into French and English, and distributed online (continuous)
  - Beyond the duration of this grant, the PSAs will be available electronically for use in other locations at the discretion of Embassy Public Affairs

### **3. BUDGET:**

Budget for the project will be limited to a one-time award of \$25,000 with payments in tranches per phase/cost of activity. All expenses and costs incurred must be contained within these limits.

### **4. APPLICATIONS:**

Interested parties may send applications to the American Cultural Center or via e-mail to [NiameyPASN@state.gov](mailto:NiameyPASN@state.gov) . Applications should include the following:

- Curriculum vitae of the person(s) in charge of production, including references to previous media projects and samples of work
- A concise inventory of equipment that will be used for the project
- Proposals for editing, formatting, and selection of recordings, including target languages, speakers, and post-production finishing for greater impact (NOTE: Public Affairs will assist with selecting and contacting voices for the recording sessions)

**PLEASE SUBMIT ALL APPLICATIONS BY SEPTEMBER 23, 2012**